

Miss Marie Luisi

9/23/64

J. Walter Thompson

J. C. Robinson

I have discussed with Mr. Heran the suggestion that you and your Legal Department made in regard to the sending a letter to spot TV/AM stations and/or representatives who equivocated on their agreement to our clause specifying that Liggett & Myers announcements would not be adjacent to or in programs directed primarily to persons under 21 years of age.

On your advice we approve the processing of these letters.

CC: Mr. Storrs Haynes

LG 2006372